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CLAIMS

1. A method for facilitating sale to a potential customer of an
object over a computer network, said object having a predetermined three-
dimensional shape, the method comprising:

over the computer network, providing the potential customer with a
display with at least one display icon representing an object
having the predetermined three-dimensional shape;

over the computer network, providing the potential customer with a user
input for a design element selected by the user to be included on
said object; and

over the computer network, providing the potential customer with a
display of the user selected design element on the object
represented by the selected display icon.

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2. The method of claim 1, wherein a plurality of display icons
are provided, and further comprising providing an input for said user to select
one of said plurality of display icons prior to providing said display of the user
selected design element on the object represented by the selected display
icon.

3. The method of claim 2, wherein said display icons are
different perspective views of a predetermined three-dimensional shape of one
object.

4. The method of claim 2, wherein said display icons
represent different objects.

5. The method of claim 1, wherein said object is a cap.

6. The method of claim 1, wherein said design element is
text.

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7. The method of claim 1, wherein said design element may
be selected from among a plurality of design elements, where user selected
text may be included in at least one of said plurality of design elements.

8. The method of claim 1, further comprising providing a user
input for selecting among different portions of the object for placement of the
design element.

9. The method of claim 8, wherein said object is a cap having
a crown and visor, and said object portions include at least one segment of the
crown and the visor.

10. The method of claim 1, further comprising providing a user
input for ordering the object with the user selected design element and
receiving a user order from said user input for ordering the object with the user
selected design element.

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11. A method for facilitating sale of caps over the Internet,
2 comprising:

over the Internet, providing a user input for selecting at least one

4 display icon representing a cap offered for sale;

over the Internet, providing a user input for a design element selected

6 by the user to be included on said cap;

over the Internet, providing a display illustrating the cap represented by

8 the selected display icon with the user selected design element

at the user selected location on said cap.

12. The method of claim 11, wherein a plurality of display
2 icons are provided, and each of said display icons represents different cap
designs.

13. The method of claim 11, wherein said providing a user
2 input for a design element selected by the user to be included on said cap
comprises providing a user input for creating text to be included on said cap.

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14. The method of claim 11, wherein a plurality of display
icons are provided, and each of said display icons represent different
perspective views of one cap design.

15. The method of claim 11, further comprising providing a
user input for a user selection of the location on said cap for placing said user
selected design element.

16. The method of claim 15, further comprising providing, over
the Internet, a user input for selecting among different portions of the cap
represented by the selected display icon for placement of the user selected
design element.

17. The method of claim 16, wherein said cap includes a
crown and a visor, and said cap portions include at least one segment of the
crown and the visor.

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18. The method of claim 11, further comprising providing a
user input for ordering the cap with the user selected design element and
receiving a user order from said user input for ordering the cap with the user
selected design element.

19. A computer network server for facilitating sale of an object
having a predetermined three-dimensional shape, said server comprising:

a display icon generator transmitting a display icon over a computer
network, said display icon representing an object having the
predetermined three-dimensional shape;

a request generator transmitting, over the computer network, a request
for user input to select said display icon and to select a design
element to be included on said object; and

a processor receiving display icon requests and selected design
element over the Internet and generating a visual representation
of the user selected design element on the object represented by
the selected display icon.

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20. The server of claim 19, wherein said display icon
generator transmits a plurality of display icons, and said processor generates
a visual representation of the user selected design element on the object
represented by the selected one of said display icons.

21. The server of claim 20, wherein said display icon
generator transmits display icons which are different perspective views of a
predetermined three-dimensional shape of one object.

22. The server of claim 20, wherein said display icons
represent different objects.

23. The server of claim 19, wherein said request generator
further transmits a request for user input to create text to include in the
selected design element..

24. The server of claim 19, wherein said object is a cap.

2 the Internet.